What Is Claimed Is:

1.   A decentralized web site content control system comprising:

dividing a web site that is operated by a web site operator and includes a plurality of web pages into at least two discrete areas;

assigning control over the content of a first of said discrete areas to a first content authority; and

assigning control over the content of a second of said discrete areas to a second content authority, said first and second content authorities being capable of exercising said control in their respective areas independently of one another and said web site operator.

2.   A decentralized web site content control system of claim 1 wherein said dividing creates said two discrete areas on the same web page.

3.   A decentralized web site content control system of claim 1 including providing each of said first and second content authorities with a unique identifier, each of said unique identifiers being associated exclusively with one of said discrete areas, and allowing said first and second content authorities to exercise said control through the use of said unique identifiers from locations remote from said web site and one another.

4.   A method of distributed screen space content control comprising:

establishing independent updateable screen space areas on a web site that is operated by a web site owner and includes a plurality of web pages;

establishing a unique location for each said screen space area on a web page, and establishing a format for said content that may be entered into each said screen space area, and providing program code associated with each said screen space area that is capable of identifying a unique content identifier;

identifying a plurality of independent content providers and assigning a said unique content identifier to each such content provider;

allowing each said content provider to submit content associated with its unique content identifier to said web site, and allowing said program code to recognize the unique content identifier that was assigned to a said content provider and to pull said content to the screen space area that such program code is associated with; and

displaying the content submitted by said content provider in the screen space area that said content was pulled to.

5.   A system for collecting information for display on the internet

comprising:

collecting information from a provider of such information;

relating such information to a particular region on a computer screen;

storing such information;

controlling which region of said computer screen said information is displayed

in; and

controlling access to the region of said computer screen where said

information is stored.

6.   A system for collecting information for display on the internet according

to claim 5 including providing said provider with a form for inputting said information.

7.   Process for collecting information including providing distributed control to the input of the content of a web page that is operated by a web owner comprising:

defining a plurality of regions on a web site, and assigning a separate identifier for each region;

providing each of a plurality of separate sources of said information with at least one of said separate identifiers;

permitting each of said sources to independently input said information into the region that is associated with the separate identifier that was provided to said source; and

collecting said information from at least two of said regions, and analyzing said information.